CORPORATE SOCIAL RESPONSIBILITY IN THE MODERN WORLD. SOCIAL RESPONSIBILITY AT CISCO SYSTEMS, INC.

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"No man can become rich without himself enriching others"
Andrew Carnegie,
Famous Scottish-American entrepreneur

Today you can find a lot of different definitions in different sources what CSR – Corporate Social Responsibility actually is. Although there is very much common between all of them. In my view the simplest and easily understood definition is that CSR is about how companies manage the business processes to produce an overall positive impact on society [1, p. 6; 2, p. 121; 4].

Social responsibility is an idea that has been of concern to mankind for many and many years. And today it's not a secret that CSR makes companies more innovative, productive, and – what is very important for modern businesses–competitive [1, p. XVII].You may ask any successful American businessman and he will definitely convince you that it's impossible to reach success and sustainability in business without social responsibility. By the way, American entrepreneurship is doing very well in supporting and developing Corporate Social Responsibility. Google, Nike, Pepsi, Starbucks, Procter & Gamble, Wal-Mart, Shell, Nestle – these are not just an American brands known all over the world, these are names of the companies, which really do a lot in the fields of Social Responsibility and Sustainability[1, p. 89]. But in this paper I'm not going to tell you about CSR in those companies. I think you've all heard about super comfortable offices at Coogle or free medical insurance for Starbucks employees [5]. I'd like to tell you about CSR in a typical American company – Cisco [6]. Cisco is an American multinational corporation that designs, manufactures, and sells networking equipment [3].

At Cisco there are five main areas in which they do CSR: Governance, Supply Chain, People, Society, and Environment.

"Any success that is not achieved ethically is no success at all" – that's the clear message for each employee at Cisco. Cisco promotes responsible business practices at every level of their company. They strive to conduct business ethically, honestly, and in accordance with the so-called Cisco Code of Business Conduct and of course they also expect all their partners to meet the high ethical standards. They manage CSR activities by engaging internal and external stakeholders. Privacy and data protection, human rights, and freedom of

access to information are among the concerns to which Cisco direct their attention through working groups and operating committees.

Company works with more than 600 suppliers worldwide, which manufacture, test, ship, and recycle their products. And what is interesting about Cisco their CSR applies to those companies too. First of all they demand the same high standards from all companies, and suppliers with regard to ethics, labor practices, health and safety, and the environment. For example some of Cisco's Hardware is produced in China, where Cisco also does their CSR and does it very well.

By providing a highly connected workplace, an inclusive and diverse environment, comprehensive health and wellness programs, robust professional development opportunities, and competitive compensation and benefits, company helps more than 70,000 its employees not only in USA, but also worldwide and multiply impact both on the jobs of people and in their personal lives. Inclusive and diverse culture at Cisco creates an environment that fosters innovation, creativity, and collaboration, which benefits both employees and customers and of course results of company's income. What's special about Cisco is that they also care about people by having some women's initiatives focused on women's problems in technology at both Cisco and in the community, through Veterans Programs giving military veterans career and educational opportunities as transition to civilian life.

What is common for all American companies who do CSR is accessibility. For instance in Cisco they also seek to make their products and services accessible to and usable by people with disabilities.

Company's commitment to society extends from employees, who give money and volunteer hours, to major corporate and Cisco Foundation-led programs and non-profit engagements around the world. For example one of the ongoing Cisco CSR projects is taking place today in Kenya, where hearing-impaired people today are isolated and shunned. But a partnership between Cisco and Deaf Aid organization is helping young hearing-impaired people learn valuable job skills, improve their standing in society, and increase their economic opportunities. Moreover, company even employs disabled people.

As far as Cisco is technological corporation they pay very much attention to the environment. Cisco's CSR vision is to build environmental sustainability into each business function and process. They try to use the power of the network to multiply the impact of technologies across our customer base, as well as to suppliers and business partners. Company tries to produce only environment-friendly equipment and organizes lots of different project to save our environment. One of them is Cisco EnergyWise Project, which allows organizations to monitor and control their IT equipment energy use through the

network, reducing energy consumption, GHG emissions and costs. For the average customer, like me or you, Cisco EnergyWise can cut energy use by 20 percent [3].

So as you see, it's impossible to describe all Corporate Social Responsibility at Cisco in just one paper. The number of project and activities with positive impact on society at the company is endless. And that's what typical in American corporations. As I've already mentioned above Cisco isn't company with the best system of CSR, but they do CSR well, and do it in their own, very interesting way [6].

Unfortunately, in Belarus only a few companies try to do their best and make CSR an important part of their business [7]. The majority of companies still don't understand the benefits of doing CSR [2, p. 122]. But I hope that situation will change soon. And we, future young business manager, will make every effort to change it for the better.

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STRATEGIES OF NAMING A COMPANY

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According to Lexicon, "A brand name is more than a word. It is the beginning of a conversation."[1]

Nowadays, brands not only represent the product or a company, but they also have a strong association with perceived quality, consumer's life style, social class, taste, etc. [2] We believe the same refers to company names, as customer loyalty is to a degree the result of an association given by the name. That is why creating a winning business name, however difficult it may seem,